EMPOWERHER

ENSURING DIGITAL INNOVATION (GAMIFICATION), QUALITY AND RECOGNITION IN YW FOR BETTER GENDER BALANCE IN ENTREPRENEURSHIP EDUCATION

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GUIDELINES AND TEMPLATE FOR DEVELOPING EMPOWERHER ENTREPRENEURSHIP ACTIVITIES

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EmpowerHER Activity Template

Title of the Activity	Design a Business for Your Town
Partner	ESPLAI SOCIAL
EmpowerHER Competence Framework reference	5. Business Model Canvas
Competences	• Business awareness • Creativity • Flexibility/adaptability • Team work Knowledge: • Understand the structure and components of the Business Model Canvas. • Recognize the interconnection between customer segments, value propositions, channels, and revenue streams. Skills: • Ability to apply the Business Model Canvas to develop or refine a business idea. • Capacity to analyze the feasibility and sustainability of a business model. • Competence in presenting and defending a business model in pitch or mentoring sessions. Attitudes: • Increased confidence in entrepreneurial thinking. • Openness to experimentation and iterative development.

Format	Both formats: Online and Offline.
Target Group	Young people Mixed groups This activity can be significant for beginners in entrepreneurship, as it will allow them to experience needs analysis, context analysis, and small-scale business design. Regarding the project's target group (adolescent and young women), it is possible to reflect on the barriers women face in entrepreneurship in relation to local conditions and gender dynamics.
Duration	80 minutes
Materials & Tools Needed	Offline: Business Model Canvas templates for each group. Online: Business Model Canvas on Jamboard.

Methodology	Introduction: The session will open by explaining that the objective of the activity is to apply the BMC in a real-world, familiar setting. Description of the activity: 1. Explain the 9 blocks with the EmpowerHER Module 5 presentation. 2. In groups, identify a local challenge (e.g., lack of entertainment, waste, transport). 3. Design a community-based business idea to solve it. 4. Use a large printed Canvas or wall with post-its to fill out each block. In online format you can use Jamboard. 5. Add "local notes" on each: • What makes this block specific to the local context? 6. Prepare and present to the general group a short pitch based on your canvas.
Reflection & Evaluation	What local strengths did your model rely on? Would your idea work in another local context? What did you enjoy or find challenging? What skills did you use or improve today?
Resources *List any links, worksheets, templates, or media (e.g., videos or example materials) used during the activity.* *Include references to tools, platforms, or existing EmpowerHER content (like the Portrait e-booklet or Resource Bank).*	Business Model Canvas Explained: https://youtu.be/QoAOzMTLP5s?feature=shared EmpowerHER Module 5 presentation: https://view.genially.com/68623b709283f130e2855991/interactive-content-asociacio-esplai-social Business Model Canvas editable: • https://www.strategyzer.com/library/the-business-model-canvas • https://docs.google.com/presentation/d/1hoB3WzgCHOlcjvvwJjLFq8ZXPK8VrKtW8T29HEOJ3_Y/edit

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